Product Code

426

Advertiser Ref

## CONTRACT



And:

**KVVU TV** 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

815 Slaters Lane Alexandria, VA 22314

National Media Research Planning & Placement

	Contract / Re	<u>vision</u>		Alt Order #	!
	498431	1		06365969	
Product					
NRCC IE					
Contract Dates	Estimate #				
10/19/12 - 10/25/12	3336				
<u>Advertiser</u>			<u>Or</u>	iginal Date	/ Revision
NRCC			<i>'</i>	10/25/12	/ 10/25/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broade	roadcast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	KVVU	Teresa	Di	furia	TELEREP-PHI
	Special Hand	ling			
	Demographic				
	Adults 35+				

Advertiser Code

155

IDB#

Agency Ref

			Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Len	igth Week	Rate	TypeS	pots	Amount
N 2 KVVU 10/19/12 10/25/12 The Dr.Oz Show  Start Date End Date Weekdays Spots/Week  Week: 10/19/12 10/25/12 MTWTF 5  Spot Ch Date Range Description	4-5p Rate \$350.00 Start/End Time	Weekdavs	:30 Length	Rate	NM <u>Type</u>	4	\$1,400.00
2 KVVU 10/19/12-10/25/12 The Dr.Oz Show Credited	4-5p	MTuWThF	:30	\$350.00	NM		
			Tota	ale		51	\$56.045.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/25/12	51	\$56,045.00	\$47,638.25
Totals	51	\$56,045.00	\$47,638.25

Signature:	Date:	

REP HEADLINE# 6365969 TRF# 498431 \$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT25/12 21.17
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

AGY   AGY NAME ISS/NRCC-IR   AGY NAME NAT'L MEDIA RESEARCH ELANNING PIAC   AGY NAME NAT'L MEDIA RESEARCH ELANNING PIAC   AGY NAME NAT'L MEDIA RESEARCH ELANNING PIAC   AGY RANAG NERRE MEDIAASSISTANT	SVC- DEMOS	MARKET		OCT/12		M3	N	Z 1	N O N	CON	STA:	СН	FL	PR	OR			AGY	ADV
ADV. NAME 185/NRCC-IE  AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC  AGY. NAME NAME NAT'L MEDIA RESEARCH PLANNING PLAC  ALEXANDRIA, VA 22314  COUTRACT # 636996  COUTRACT # 636996  COUTRACT # 636996  EST#3336 COMMENTS: (LINE, ORDER, INVOICE)  EST#19336 COMMENTS: (LINE, ORDER, INVOICE)  EST	S L S			12		UNR	OK'			CM	·	CITY TA	FLIGHT	PRDCT	ORDER #				
AGY. NAME ISS/NRCC-IE  AGY. NAME NAT'! MEDIA RESEARCH PLANNING PLAC  B15 SLAPERS LANE  ALEXANDRIA, VA 22314  CONTRACT # 6365969  CONTRACT # 6365969  CONTRACT # 6365969  CONTRACT WK-1  CONTRACT WK-1  CONTRACT WK-1  CONTRACT TO CO-OP BILLING NEEDED  COT19/12  OFFER: FALL PARCH PLANNING NEEDED  COT24 (2/WK)  OFFER: FALL PARCH PLANNING PLANNING PLANNING NEEDED  COT24 (2/WK)  OFFER: FALL PARCH PLANNING PLANNING PLANNING NEEDED  COT24 (2/WK)  OFFER: FALL PARCH PLANNING PLANNING PLANNING PLANNING NEEDED  COT25 (2/WK)  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  OFFER: FALL PARCH PRESSA DIFFURIA  COASI IN ADVANCE SCHEDULE *****  DATE OCT25/12 21.1  DATE OCT25	П	TALS		5 6 3		ESL	Ū	D		*		×	DATES	NRCC					
9V. NAME ISS/NECCIE.  REP.# OFF.# 762 SALESMAN #  BUYER NAME NAME NAME NAME NAME NAME NAME NAME	*	2 2 3		UI S		#Ana	#Ana	#XD8	C C C C					H					
NAME ISS/NRCC-IE  REP.* OFF.* 762 SALESMAN **  NAME NAME NAME NAME NAME NAME NAME NAME		,700				N	Ø		rj rj	S		S H	/1						
NRCC-IE		KVV			h	SSIN	O H HO SSIM											NAME	NAME
REP.# OFF.# 762 SALESMAN # BUYER NAME NMRPP MEDIAASSISTANT  SALES PRSN PH- TERESA DIFURIA  DOCTS. (LINE, ORDER, INVOICE)  DOCTS. (LINE, ORDER, INVOICE)  DOCTS. (LINE, ORDER, INVOICE)  DOCTS. (COTT. 100AL REGIONAL  DATE_OCT25/12 21.1  DATE_O		N U			Ø		ED:W-	SED: F,		н		XAX	OCT25	ES	COL	ALEXA		NAT'I	ISS/1
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REP.# OFF.# 762 SALESMAN # BUYER NAME NMRPP MEDIAASSISTANT  SALES PRSN PH- TERESA DIFURIA  DOCTS. (LINE, ORDER, INVOICE)  DOCTS. (LINE, ORDER, INVOICE)  DOCTS. (LINE, ORDER, INVOICE)  DOCTS. (COTT. 100AL REGIONAL  DATE_OCT25/12 21.1  DATE_O		51 0%			•	400 P	TP.	7400p 0p-40 00p-4		Ø			WK-1		# 6				E
PIANNING PLAC  BUYER NAME NMRPP MEDIAASSISTANT  SALES PRSN PH- TERESA DIFURIA  CLASS: NATL. LOCAL REGIONAL  (LINE, ORDER, INVOICE)  P BILLING NEEDED  OCT19(3/WK) OCT19(3/WK) OCT19 OCT24(2/WK) OCT25/12) ENDED. PLS CREDIT.  CONTEACT TOTAL SPOTS SAME NUMP P MEDIAASSISTANT PH- TERESA DIFURIA  DATE_OCT25/12 21.1		96			LIGHT	500	400	0 p		CHEDU		00-		MENTS	659	231	NE	SEARC	
REP.# OFF.# 762   SALESMAN #								SEBAI							9	4			
PLAC BUYER NAME NMRPP MEDIAASSISTANT  SALES PRSN PH- TERESA DIFURIA  CLASS: NATL. LOCAL REGIONAL  RDER, INVOICE)  NEEDED DATE OCT25/12 21.1  NEEDED 30S \$350.00 (OCT12/12)  OCT19 (3/WK) 30S \$350.00 PLS ADVISE.  OCT24 (2/WK) 30S \$350.00 PLS ADVISE.  OCT24 (2/WK) 30S \$9,500.00 (OCT12/12)  OCT24 (2/WK) 30S \$9,500.00 PLS ADVISE.  OCT24 (2/WK) 30S \$9,500.00 (OCT12/12)  OCT19 30S \$9,500.00 PLS ADVISE.  OCT19 30S \$9,500.00 (OCT12/12)  OCT19 30S \$350.00 (OCT12/12)  OCT19 30S \$350.00 (OCT12/12)  OCT19 30S \$350.00 PLS ADVISE.  OCT19 30S \$350.00 (OCT12/12)					•			ВН		* *		LLING		•				NNING	
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TYER NAME NMRPP MEDIAASSISTANT  ALES PRSN PH- TERESA DIFURIA  LASS: NATL. LOCAL REGIONAL  E)  DATE OCT25/12 21.1  DATE OCT25/12 21.1  DATE OCT25/12 21.1  DATE OCT25/12 21.1  CONTRACT TOTAL SPOTS  CONTRACT TOTAL SPOTS  S28 KVCW 1% CABL 0%					EDIT.	v	~ ~	) 1 (2/WI 0KED 1								1	1	]\'	1
OFF.#_762 SALESMAN #  NAME NMRPP MEDIAASSISTANT  PRSN PH- TERESA DIFURIA  DATE OCT25/12 21.1  DATE OCT25/12 21.1  DATE OCT25/12 21.1  DATE OCT12/12)  30S \$350.00 PLS ADVISE.  30S \$9,500.00 PLS ADVISE.  30S \$9,500.00 PLS ADVISE.  30S \$9,500.00 PLS ADVISE.  30S \$9,500.00 PLS ADVISE.  30S \$350.00 PLS ADVISE.  56395.00 FLS ADVISE.							2 2							DICE)	CLA		SAL	BUY	REP
OFF.#_762 SALESMAN #								PPROV											# 
PP MEDIAASSISTANT  TERESA DIFURIA  LOCAL REGIONAL  LOCAL REGIONAL  LOCAL REGIONAL  S350.00 (OCT12/12) \$350.00 PLS ADVISE. \$350.00 CCT12/12) \$9,500.00 PLS ADVISE. \$350.00 PLS ADVISE.		MCM ]				308	30s 30s	H 30 S							ATL.				
PEDIAASSISTANT  RESA DIFURIA  CAL REGIONAL  DATE OCT25/12 21.1  DATE OCT25/12 21.1  DATE OCT25/12)  OO.OO (OCT12/12)  OO.OO PLS ADVISE.  OO.OO PLS ADVISE.  ACT TOTAL SPOTS 56395.00  TAL SPOTS 56395.00  ABL 0%			T	E NO		ω 5	\$ 9,00	\$350 \$350 \$350							ГC				OFF.
SALESMAN #  SSISTANT  DIFURIA  REGIONAL  REGIONAL  (OCT12/12) PLS ADVISE.  (OCT12/12) PLS ADVISE.  (OCT25/12) PLS ADVISE.  56395.00 POTS  8						0.00	500.0	0.00							CAL		ERESA	1EDIA	
MAN #  5/12 21.1  DVISE.  5/12)  5/12)  5/12)  5/12)  5/12)		8	STOGS	ТОТАТ.		^		۵ (							¤		DIFU	ASSIS	ا ش
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			5 20	0			•	•				1							

TRF# 498431 REV #1 \$\$\$ REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENO ORDER WORKSHEET AGENCY CREDIT RISK !!!
HARRIS REPORT F

HEADLINE# 6365969 MOD# 1: UNAPPROVED

REPORT FROM REP \*\*CHANGES\*\*

OCT31/12 15.21 \*\*\* KVVU-TV \*\*\*

FAX# 610-225-1191

ADV ORDER AGY CITY TAX FLIGHT PRDCT # NRCC DATES ΗE OCT19 AGY. ADV. /12 STATE NAME NAME TAX NAT'L ISS/NRCC-IE 815 OCT25/12 ALEXANDRIA, CONTRACT EST#3336 SLATERS MEDIA WK-1 COMMENTS: # VA LANE RESEARCH 6365969 22314 CO-OP PLANNING (LINE, BILLING ORDER, NEEDED PLAC INVOICE) CLASS: BUYER NAME REP.# SALES PRSN NATL. PH-NMRPP MEDIAASSISTANT OFF.# TERESA LOCAL 762 DATE DIFURIA SALESMAN REGIONAL OCT31/12 # 15.21

REP: NEW TOTAL \$56045 PLS CNF THANKS OK'D M3 (-350)

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CASH IN ADVANCE SCHEDULE \*\*\*\*

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LGTH :

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RATE

START DATE

:SPTS:

NEEK

.. ..

DAYS

SPTS:

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:LINE#:REP :CD: AGENCY ADVERTISER CODE PRODUCT CODE = 426 1 1 5 Ū AGENCY EST# I 3336 END /WK:

N ES 400P-500P 30 \$350.00 10/19 10/25  $\vdash$ F, M-TH

CREDIT TAKEN FOR STATION MAKEGOOD OFFERS: CON COM1: RA35-64 : PROGRAM : DR. OZ 0.9 DR. OZ SPOT(S) MISSED OCT19

Z W

OK'U

BUY#2

MISSED: F, M-TH/400P-500P

OFFER: NONE CMT:SPOT N/A. FLIGHT ENDED. PLS CREDIT.

OCT19

30s

\$350.00

(OCT25/12)

HEADLINE# 6365969 TRF# 498431 MOD# 1: UNAPPROVED REV #1 \$\$\$ REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
\*\*CHANGES\*\* \*

SSS SSS

OCT31/12 15.21 \*\*\* KVVU-TV \*\*\*

OCT/12 :LINE#:REP LINE#: 56045.00 :CD: TIME PERIOD LGTH .. SEC RATE START DATE END :SPTS: CONTRACT TOTAL TOTAL SPOTS HNVT .. .. DAYS 56045.00 51 : TOTL:

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KTUD 0% KLAS 4% KTNV 17% KVMY 2% KVCW 18 CABL 0%

SVC- NSI DEMOS- RA35-64\* P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS DE-DELETE E-EFF PER WEEK T-TIME DATES X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME \*-MULTIPLE

## CONTRACT



**KVVU TV** 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Revision	Alt Order #
	498431 /	06365969
Product		1,000,000
NRCC IE		
Contract Dates	Estimate #	
10/19/12 - 10/25/12	3336	
Advertiser		Original Date / Revision
NRCC		10/15/12 / 10/15/12
L	Dilling Cycle   Dilling	Calandar Cash/Trado

And:

National Media Research Planning & Placement 815 Slaters Lane Alexandria, VA 22314

		10/13/12	/ 10/13/12
Billing Cycle	Billing Cal	<u>endar</u>	Cash/Trade
EOM/EOC	Broadcast	t	Cash
<u>Station</u>	Account E	xecutive	Sales Office
KVVU	Teresa Di	furia	TELEREP-PHIL
Special Hand	ling		
Demographic			
Adults 35+			
IDB#	Advertise	· Code	Product Code
	155		426
Agency Ref		Advertise	r Ref

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week F	Rate Type S	Spots	Amount
E 2 KVVU 10/19/12 10/25/12 The Dr.Oz Show  Start Date End Date Weekdays Spots/Week Week: 10/19/12 10/25/12 MTWTF 5	4-5p <u>Rate</u> \$350.00	:30	NM	5	\$1,750.00
N 10 KVVU 10/20/12 10/20/12 30 Seconds To Fame  Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12S- 1	Sat 12-1230a <u>Rate</u> \$225.00	:30	NM	1	\$225.00
N 11 KVVU 10/21/12 10/21/12 The Closer <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12	Sun 1-2am <u>Rate</u> \$150.00	:30	NM	1	\$150.00
N 12 KVVU 10/24/12 10/25/12 Fox 5 News @ 430am	M-Th, Sun 430-5ar <u>Rate</u> \$95.00	:30	NM	1	\$95.00
		Totals		52	\$56,395.00

Time Period # of Spots **Gross Amount Net Amount** \$47,935.75 10/01/12 -10/25/12 52 \$56,395.00 52 \$56,395.00 \$47,935.75 Totals

Signature:	Date:	
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

円円円# 1円円# . 498431 . \$\$\$ REP: TEL# 610-293-4100 CREDIT ADVISORY: AGEN ORDER WORKSHEET

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HEADLINE# 6365969
MOD# 0: UNAPPROVED

AGENCY CREDIT HARRIS RISK !!!
REPORT FROM REP FAX# 610-225-1191 \*\*CHANGES\*\*

SALESMAN

#

\* \*

OCT15/12 18.52 KVVU-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE REP.# OFF.# 762

AGY CITY TAX FLIGHT PRDCT ORDER # DATES NRCC H OCT19 AGY. /12 STATE NAME TAX NAT'L ALEXANDRIA, 815 OCT25/12 EST#3336 CONTRACT SLATERS MEDIA WK-1 COMMENTS: # LANE VA RESEARCH 6365969 22314 40-05 PLANNING (LINE, BILLING ORDER, PLAC NEEDED INVOICE) BUYER NAME CLASS: SALES PRSN NATL. PH-NMRPP TERESA LOCAL MEDIAASSISTANT DATE DIFURIA REGIONAL OCT15/12 18 52

REP: REINVESTED \$ FR I SEE LINES 13-15 NEW TOTAL \$56395 PLS CNF THANKS FP() ROSE ΗL (+470)6180308

CON NO \*\*\*\* THIS SH × CASH H ADVANCE SCHEDULE \*\*\*\*

STA:

: LINE#:REP : ORD PROGRAM : 14 13 COM1: AGENCY : CD: Þ  $\bowtie$ 100A-200A 1200M-1230A ADVERTISER CODE = PRODUCT CODE = 42 TIME 30 SEC TO FAME REINVESTMENT FR PERIOD 426 LGTH ΉL 30 30 155 6180308 .. Ø E C .. .. AGENCY \$150.00 225.00 RATE EST# 3336 10/20 10/21 START 10/21 10/20 END DATE SPTS: μ  $\vdash$ /WK: WHHK INVT .. .. SUN SAT DAYS SPTS: TOTL:

PROGRAM : ORD COM1:

CLOSER REINVESTMENT

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HL

6180308

REP: TEL# 610-293-4100 FAX#
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
98431 ORDER WORKSHEET HARRIS REPORT F

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HEADLINE# 6365969 TRF#
MOD# 0: UNAPPROVED REV #1

498431 \$\$\$

93-4100 FAX# 610-225-1191
: AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
\*\*CHANGES\*\* \*

OCT15/12 18.52
\*\*\* KVVU-TV \*\*\*

OCT/12 :LINE#:REP PROGRAM : ORD COM1: LINE#: 15 56395.00 :CD:  $\triangleright$ 430A-459A NEWS REINVESTMENT FR TIME PERIOD .. .. LGTH : HL 6180308 30 SEC . .. \$95.00 RATE 10/24 START 10/25 DATE :SPTS: CONTRACT HNVT TOTAL SPOTS W-THDAYS 56395.00 52 :TOTL:  $\vdash$ 

SVC- NSI DEMOS- RA35-64\* MARKET TOTALS \$223,700 **KVVU 25%** KSNV 0 % ° % KLAS 4% KTNV 178 KVMY 2% KVCW 1% CABL 0%

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME \*-MULTIPLE